

Leon County Fairground Market Study Schedule and Deliverables

| ID | Task Name | Start | Finish | Duration | Mar 2004 | Apr 2004 | May 2004 | Jun 2004 | Jul 2004 | Aug 2004 | Sep 2004 | Oct 2004 |
|----|--|------------|------------|----------|---|----------|----------|----------|----------|----------|----------|----------|
| 1 | Project Kick-Off Mtg. follow up | 3/24/2004 | 4/9/2004 | 2.6w | 3/14 3/21 3/28 4/4 4/11 4/18 4/25 5/2 5/9 5/16 5/23 5/30 6/6 6/13 6/20 6/27 7/4 7/11 7/18 7/25 8/1 8/8 8/15 8/22 8/29 9/5 9/12 9/19 9/26 10/3 10/10 10/17 10/24 10/31 | | | | | | | |
| 2 | Task 1 Market Report | 4/19/2004 | 8/20/2004 | 18w | | | | | | | | |
| 3 | Task 2 Public Engagement | 4/12/2004 | 10/12/2004 | 26.4w | | | | | | | | |
| 4 | CAC Kickoff Meeting | 4/19/2004 | 4/19/2004 | .2w | | | | | | | | |
| 5 | County Commissioner Mtgs | 4/20/2004 | 4/20/2004 | .2w | | | | | | | | |
| 6 | Business University and County/City Public officials | 5/19/2004 | 5/20/2004 | .4w | | | | | | | | |
| 7 | Task 3 Preliminary Land Use Scenarios | 5/24/2004 | 8/20/2004 | 13w | | | | | | | | |
| 8 | CAC Meeting | 8/30/2004 | 8/31/2004 | .4w | | | | | | | | |
| 9 | Neighborhood Mtg | 8/30/2004 | 8/31/2004 | .4w | | | | | | | | |
| 10 | Commission Mtg | 9/21/2004 | 9/21/2004 | .2w | | | | | | | | |
| 11 | Task 4 As Is Appraisal | 8/9/2004 | 9/17/2004 | 6w | | | | | | | | |
| 12 | Task 4A Final Land Use Scenarios | 9/7/2004 | 10/11/2004 | 5w | | | | | | | | |
| 13 | Neighborhood Mtg | 10/11/2004 | 10/12/2004 | .4w | | | | | | | | |
| 14 | CAC meeting | 10/11/2004 | 10/12/2004 | .4w | | | | | | | | |
| 15 | Board Workshop | 10/12/2004 | 10/12/2004 | .2w | | | | | | | | |
| 16 | Task 4B Final Report | 10/13/2004 | 10/26/2004 | 2w | | | | | | | | |
| 17 | Task 5 Final Presentation | 11/9/2004 | 11/9/2004 | .2w | | | | | | | | |

Leon County Fairground Market Study Schedule and Deliverables

June 30, 2004

Attachment # 1
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Kick-off Meeting. The SPG TEAM met with the County (Ms. Bennett and Planning Staff) to review schedule, finalize responsibilities, set up meeting schedules as well as identify key stakeholders to interview and collect referenced data/material

Kick-off Schedule: April 9, 2004

Task 1. Market Study. SPG will evaluate the Fair Ground site relative to the Tallahassee urban area to establish the market potential for the site. In this evaluation, the consultant will consider not only historical trends, but also proposed development and infrastructure improvements surrounding the site and other relevant factors. At a minimum the consultant shall provide an analysis of existing market characteristics including supply and demand characteristics, demographic data, existing legal conditions (zoning, concurrency, existing plans etc.) and financial variables. The outcome of this analysis should be the potential market demand for the various uses that might be located at the site, and the timing of this demand.

SPG will wait until completion of the Southern Strategy (Tasks 1-3) before finishing draft report as Southern Strategy will impact the Fairgrounds.

Task 1. Deliverables:

- a. A written report or portion of an overall report summarizing what market variables and data were included in the establishment of the market potential for the site. This report shall include an analysis of the relevance/significance of the selected market variables and data used to establish the market potential for the site including some treatment of risk potential.

Task 1. Schedule: Deliverable due by August 20, 2004

Task 2. Public Participation Plan. The Objectives of the Public Participation Plan are to:

- To work cooperatively with the Fairgrounds Citizen Advisory Committee (CAC) to obtain their support for the findings and recommendations of the Fairgrounds Market Feasibility Study.
- To understand the concerns/desires of stakeholders, including surrounding neighborhoods, businesses, educational institutions, and cultural institutions regarding the reuse of the Fairgrounds and to incorporate those concerns into the recommended redevelopment program and generalized site plan.

Summary of Public Participation Plan Actions:

1. Conduct three CAC meetings with the following objectives:
First meeting: Provide overview of study and obtain initial CAC input
Second meeting: Present preliminary findings and conceptual site plans associated with development programs
Third meeting: Present final recommendations and request CAC endorsement

2. Conduct two neighborhood meetings with the following objectives:
First meeting: Present preliminary findings and conceptual site plans associated with development programs and obtain public input
Second meeting: Present final recommendations to public and obtain comments
3. Offer to hold one-on-one meetings with the following stakeholders:
 - County Commissioners
 - City Commissioners
 - Leon County School Superintendent
 - FAMU President Representative
 - FSU President Representative
4. Attend business stakeholder meeting(s) to be coordinated by the Economic Development Commission.

Public Participation Plan Actions:

1. Meetings with CAC

First Meeting: April 19, 2004:

1. Review CAC objectives to understand their desires for the property
2. Review consultant work plan and schedule
3. Affirm need for CAC representatives to communicate with their institutions/ organizations
4. Identify any issues/concerns consultant may have with recommendations of CAC to date

Materials to be provided:

Handout of project scope, schedule, and contacts.

Second Meeting: August 30, 2004

1. Review preliminary findings of feasibility study
2. Identify questions and concerns
3. Discuss preliminary site planning issues
4. Affirm need for CAC representatives to communicate with their institutions/ organizations
5. Request CAC preliminary vote in support of report findings

Materials to be provided:

Summary of study findings
Site plan alternatives

Third Meeting: October 11, 2004

1. Present final report
2. Present summary of neighborhood meeting
3. Respond to questions and comments

Materials to be provided:

Copies of report to be presented to Board of County Commissioners.

2. Stakeholder/ Resource Meetings:

First Meetings: April 19 and 20, 2004

1. North Florida Fairgrounds Executive Director, staff and Board Representative
2. SouthWood Representatives
3. Talcot Representative
4. Commissioner Bill Proctor
5. Commissioner Bob Rackleff
6. EDC and Planning Department Staff
7. Executive Director, Cultural Resources Commission

Second Meetings: May 19 and 20, 2004

1. County Commissioners
2. City Commissioners
3. Leon County School Superintendent
4. Business Stakeholders (to be organized by the EDC)
5. Other development interest representatives

3. Neighborhood Meetings

First Meeting: August 30, 2004

1. Present preliminary findings and recommendations of the study
2. Obtain input regarding site planning and use issues

This meeting will be held in workshop format, where individuals will be able to provide written comments and mark up working maps of the site and surrounding areas.

Invitees:

- Neighborhood residents
- Churches/Other Institutions

- Schools
- City Parks and Recreation (Jack McLean Park)
- Members of the CAC

Material to be provided:

- Handout of project scope, schedule, and contacts
- Summary of preliminary findings
- Site plan alternatives
- Comment sheet

Notice: Notice requirements will be determined in conjunction with Lillian Bennett, Leon County Administrator's Office.

Second Meeting: October 11, 2004

Invitees: Same as first meeting

1. Present findings and conceptual site plans
2. Respond to questions and comments

Materials to be provided:

- Summary of study findings and recommendations
- Site Plan alternatives

Meeting Material and Documentation:

SPG, Inc. will provide written agenda material. Wendy Grey Land Use Planning will provide maps and site plans.

Wendy Grey Land Use Planning will prepare and submit to SPG, Inc., Lillian Bennett (Leon County Administrator's Office), and Wayne Tedder (Tallahassee-Leon County Planning Department) summaries of all meetings and open houses within five working days of such meetings.

Task 3. Land Use Scenarios. Based on the information gathered in Task 1, and initial stakeholder/staff input and a review of surrounding land uses, the SPG TEAM will propose, at least, three possible land use mix scenarios for the subject site. These scenarios should consider alternative objectives, such as return on property, providing uses compatible and complementary to surrounding areas, and creating a destination location with secondary economic benefits to adjacent areas. This evaluation should also consider the constraints and advantages of the subject site, including issues such as concurrency, access, environmental constraints, etc. There is no required land use scenario, however, this site will not be considered for warehouse or industrial uses. The existing football stadium, adjoining parking lot and agricultural extension office are to remain on the site. As part of this task, the consultant will also estimate the likely timing and build-out yield of each scenario.

Task 3. Deliverables:

- a. A written report or portion of the overall report providing a minimum of three redevelopment scenarios for the fairgrounds site. This report should include a recommended redevelopment scenario based on the research conducted under Task 1 as well as an estimated development-timing schedule and likely yield at build out.
- b. After stakeholder meetings (described in Task 2), SPG will prepare a draft final concept plan

Task 3. Schedule: Draft Plans completed by August 27, 2004. Meetings with CAC, Neighborhood and Commission identified in Task 2.

Task 4A. Prepare a market value/economic analysis based on future land use scenarios

Based on the results of Tasks 1, 2, and 3, the SPG TEAM will evaluate land value for the fairgrounds site, and will calculate the current market value of the fairgrounds site based on future land use scenarios, using the assumptions supplied by the County with respect to the relocation costs of the existing fairground facilities, and shall include estimated costs for site preparation, including demolition. SPG will provide an appraisal of the current value of the land under its current use. As part of determining the Fairgrounds current value, SPG, working with the County and Fairground Association, will attempt to determine if any of the existing structures could be relocated/reused at a new site. Finally, working with the County, SPG will estimate the cost of relocating the Fair Facilities to another area of the City/County. Given this cost for relocation, the consultant will develop different economic strategies, based on the approved development scenario developed in the preceding tasks, that could generate revenues to cover all or part of the cost to fund the relocation of the fairgrounds.

SPG will also evaluate constraints to development (including factors such as concurrency management) and the effects of these constraints on marketability and value of the property, and will propose actions that could be taken to remedy these constraints. This cost analysis is intended to be utilized in future negotiations should this project move forward.

Task 4A. Deliverables:

- a. A written report of portion of the overall report that provides a market value of the fairgrounds site that will supplement the existing infrastructure appraisal that has already been conducted. This report shall include an estimated cost for initial site preparation and demolition work.

Task 4A. Schedule: As is Appraisal on or before October 18, 2004

Task 4B. Final Fairground Market Report. Based on the findings of Task 3 and Task 4A, SPG will prepare a Redevelopment Market Report of the Fairgrounds. **Conduct a workshop with the Board of County Commissioners concerning the results of the study on October 12, 2004.**

Task 4B. Deliverable: SPG will prepare the final Market Report for the Fairgrounds.

Task 4 B. Schedule: Final draft report on or before October 26, 2004.

Task 5. Schedule: The Final Report Presentation

Task 5. Deliverables:

- a. A verbal presentation that provides the results of the market feasibility study of the fairgrounds site. This presentation shall also address any issues or questions raised by the Board during the scheduled workshop.

Task 5. Schedule: The Final Presentation is scheduled for November 9, 2004.